



Loft Gallery Exhibition Agreement & Installation Guide

This agreement made (date) _____ / _____ / _____ between the Cultural Arts Center Loft Gallery (CAC) and artist

Name _____

Address _____ City _____ State _____ Zip _____

Social Security # _____ (for sales purposes)

Email _____ Phone _____

Website _____

Facebook _____ Twitter _____

Dates of Exhibition: From _____ To _____

Date of installation: _____ Time: _____

Date of removal: _____ Time: _____

Reception date: _____ Time: _____

Title of Exhibition: _____

Medium: _____ 2-D _____ 3-D _____

Special installation requirements _____

Need: (circle): MOVING CART PEDESTAL(S) # _____ SIZE: SM _____ MED _____ LAR _____

Loft Gallery Exhibitor Guidelines

Dear Artist,

Thank you for committing to share your work with the Cultural Arts Center audience. We have provided the following information to detail expectations and aid in the installation of your exhibition. Should you have further questions, please contact Todd Camp at 614-645-7514 or tmcamp@columbus.gov

- The artist named in the agreement is solely responsible for installation and removal of the exhibition. Please plan accordingly. CAC staff may be available to help on a very limited basis.
- CAC staff suggests artists schedule a visit to the Loft Gallery prior to your Exhibit.
- Artists are expected to fill the gallery space.
- Carts are available to move large or heavy work to the elevator
- Installation dates must be confirmed 1 month prior to your exhibition.
- Installation must be during business hours: Monday 1-4pm, Tuesday-Friday 9am-4pm, Mon-Thursday 7-10 pm, Saturday 9am-4:30 pm.
- 2- Dimensional work must be dry and ready to hang with wire, brackets, etc.
- 3-Dimensional work must be securely placed on pedestals or other display.
- While CAC encourages all forms of artistic expression, this is a public, family-friendly environment. CAC reserves the right to remove work that does not reflect the spirit of its mission, or is offensive, derogatory or not in good taste.
- All exhibiting artists must complete an exhibition agreement.
- Length of exhibition shall be no more than 31 days, beginning on or near the 1st day of the month and ending on or near the last day of the month, based on the

Loft Gallery Exhibitor Guidelines

Artist Reception

- Exhibiting artists may elect to have an opening reception. Receptions can be held on Saturday afternoons from 1-3pm. Or, receptions can be coordinated with the Main Hall Gallery on the 1st floor on a Friday from 6-8pm, when possible. Artists may bring food for guests. Alcohol must be served by a licensed and insured bartender to alleviate liability from the Cultural Arts Center and the artist. If your reception is on a coordinated Friday with the Main Hall Gallery, your alcohol must be distributed by the bartender on the 1st floor and guests are permitted to take drinks to the Loft Gallery. Artist is responsible for clean up of their reception event.

Additional Opportunities

- After your successful exhibit, consider showing your work at the City of Columbus Training Facility at 1111 E. Broad Street. CAC is responsible for filling wall space in a significant area seen by hundreds of people weekly. Shows are hung for a two-three month period. The artist is only responsible for providing work, artist statement and title tags. CAC staff does the rest, including transport & hanging. Pieces can be priced for sale with 100% going to the artist.

Marketing Your Exhibition

The marketing and promotion of your Exhibit is dependent on your providing information in a timely manner to the Marketing Manager. As a service to you, we provide your information to extensive print, radio, social media, and television outlets in an effort to promote your Exhibit. CAC must adhere to each promotional outlet's strict deadlines. Advance publicity about your Exhibition results in:

- Increased potential of coverage by a media outlet
- Broad reach of awareness of your Exhibition
- Increased attendance at your Opening
- Increased potential for sales

The CAC Marketing Department requires the following at least **six work weeks** prior to your Exhibit opening:

- 10-12 Images including pieces that will be in the Exhibit. *Photographs must be at least 300 dpi and 1mg high resolution. Anything less won't be used!*
- Recent headshot
- Short bio
- Your artist statement
- Your description of the work, stressing any key words and phrases you like to use
- Description sheet with titles, prices and insurance values
- Copies of the press you have received in the last 2 years
- 1 or 2 dates and times during those dates when you would be available to be interviewed and your work photographed.

Send your information to Holly Leber

HALeber@columbus.gov

Labels, Sales, and Pricing

Labels

- You may create your own labels using Avery address labels or similar business labels.
- Label should include: Title, dimensions, materials used, price.
- Labels should be affixed to the wall to the left or right of the piece at the same height across the wall.
- If a piece is not for sale, please indicate this with **NFS** on your label.
- If you need help, please contact tmcamp@columbus.gov .

Sales

- Your artwork will be seen by numerous CAC students and Instructors as well as general public visitors. As a convenience, and to increase possible sales, interested patrons may purchase your work at the CAC front desk.
- CAC shall split the retail price established by the artist.
- 80% goes to the artist; 20% to *The Friends of the Cultural Arts Center*.

Pricing

- Consider pricing your work based on factors such as Columbus art market values, your years of experience, number of Exhibits participated in, and recovering your costs, such as framing, etc. If you need assistance, please contact Todd Camp tmcamp@columbus.gov .
- Remember, your retail price should include 20% to CAC. We provide pricing guides which make adding in the 20% simple.

I have read and understand the information described in the Loft Gallery Guide.

Artist Name _____ Date _____

CAC _____ Date _____

Loft Gallery Dimensions

of the exhibition would be the 2nd day of the month.

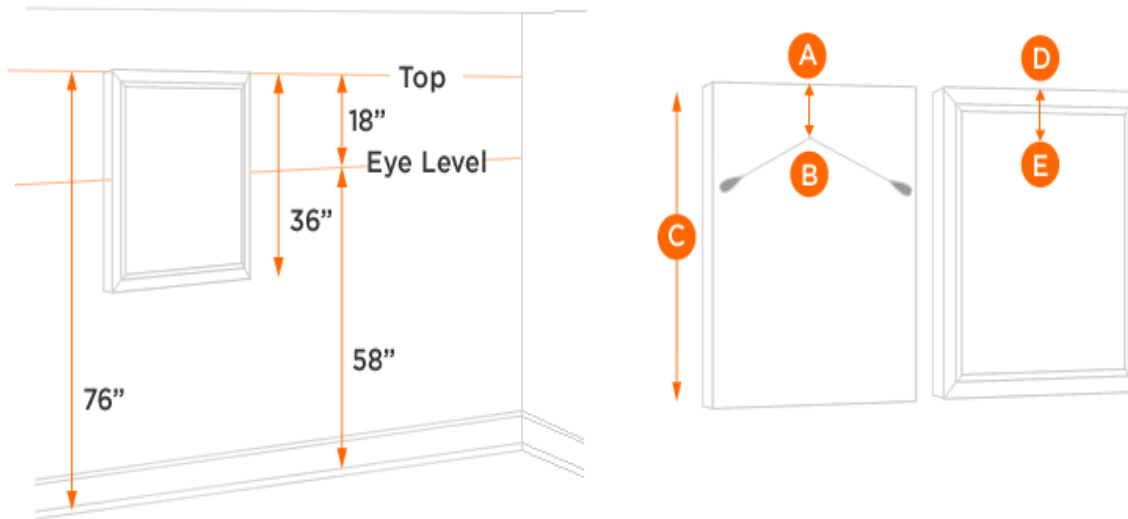


The Loft Gallery wall is 24 feet to the curve and 12 feet beyond the curve. It is not a

Hardware & Tools

A basic installation kit should include:	Basic installation hardware should include
<ul style="list-style-type: none"> • Tape Measure • Hammer • Torpedo Level • Pencils and marking/painters tape • Phillips and Flat-head Screwdrivers • Pliers 	<ul style="list-style-type: none"> • Wall hooks or Picture Hangers • D-rings/ Eye-screws • Hanging Wire • Binder Clips • Tacks, Pins or Wire Brads • L -nails

Hanging Specifications



1. Measure the distance between the wire at full tension (B) and the top of the frame (A). See image above.
2. Measure the height of your frame (C) and divide the result in half.
3. From the floor, measure up the wall to 58" (average eye-level) and make a pencil mark.
4. From the mark, measure upward the distance recorded in step 2 and make a second light pencil mark (E).
5. From this mark, measure downward the distance recorded in step 1 (D).
6. Place nail and hanger here. Make sure that the bottom of your hanger is resting on the line when you hammer your nail in, rather than the nail point. This is where your wire will rest (on the crook of the hanger). Make sure your art is secure to the wall. Frames falling off the wall result in broken glass and damage to your art.
7. Professional presentation is a must. Poor presentation can make or break a sale. Put your best foot forward!